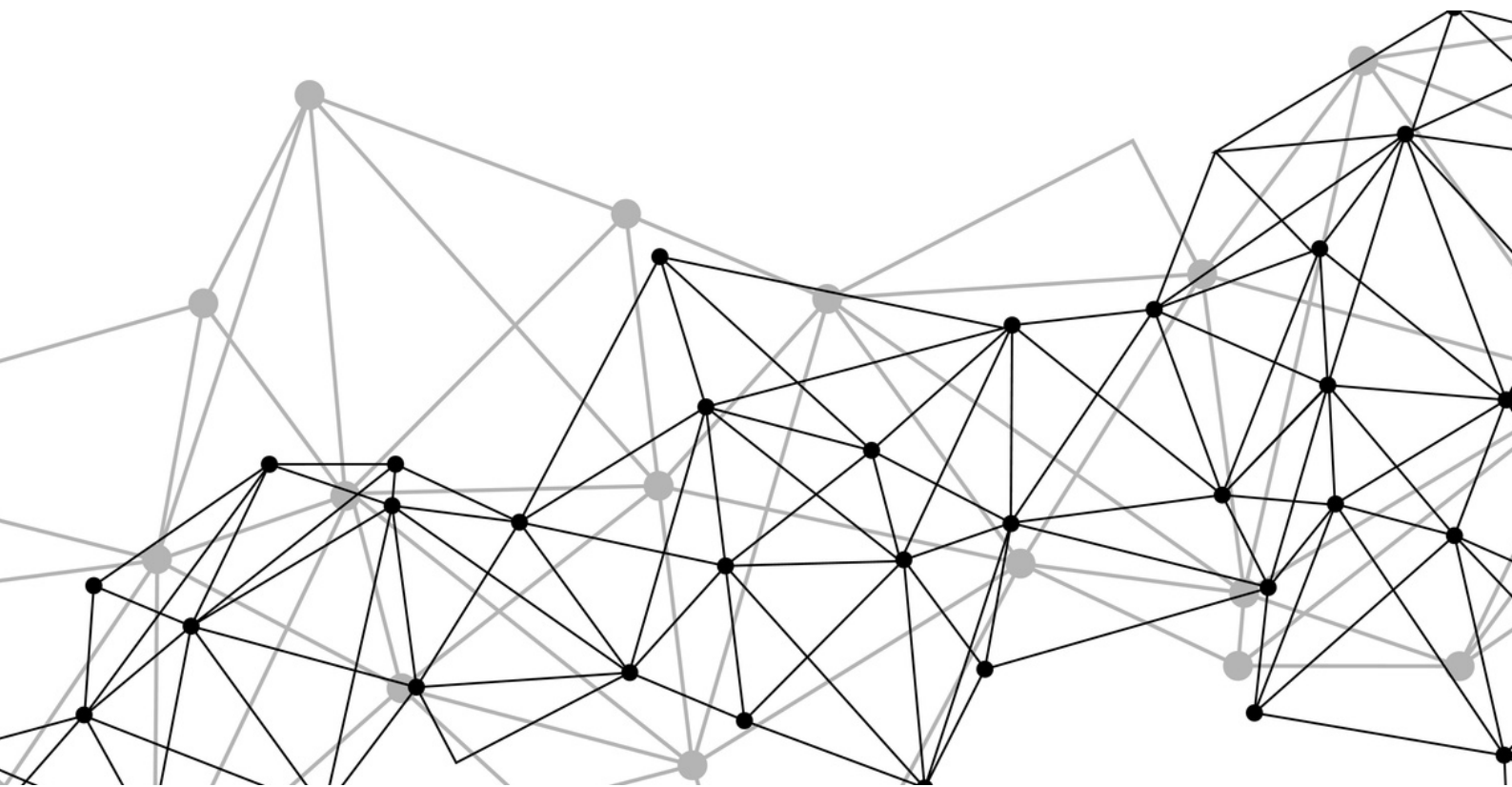


SALESFORCE NEARSHORE SERVICES

A STRATEGIC APPROACH TO BOOST
PERFORMANCE AND VALUE CREATION



SYNOPSIS

- Looking beyond today's headwinds and securing the foundations for future growth will be a paramount responsibility for business leaders of companies that use or implement Salesforce products and technologies.
- Between a Rock and a Hard Place could not be more true for those business leaders, especially in Western Europe. Next to responding to the economic headwinds, they must develop an enduring Salesforce execution strategy addressing the unaffordable cost of local Salesforce expertise.
- Notably, the combination of the headwinds and the high cost of local Salesforce expertise results in Salesforce Professional Services companies in Western Europe experiencing either negative growth or, at best, significantly slower growth, usually accompanied by a vicious cycle of expert turnover.
- Salesforce Farshoring (or Offshoring) proved simply unfit for any Agile (aspiring) company. The distance-based engagement has been an unsuccessful approach to addressing a multidimensional problem with a one-dimensional solution. Cost.
- The Rise of Nearshore accelerated substantially with the recognition that the Nearshore Model is fully compliant with the Hybrid Working Model already adopted by most Agile (aspiring) companies.
- For successful Salesforce Nearshore engagement, proximity is essential, as in time, culture, and location. As Harold Samuel¹ has said, "It's all about location, location, location."
- It is imperative for companies to embrace the diversity of Salesforce Nearshore engagement models. Paying for Time has proved an effective cost-optimization model, but the Paying for Outcome model emerges as a choice model supporting the company's strategic technology modernization and digital transformation activities.

¹ Harold Samuel, Baron Samuel of Wych Cross was the founder of Land Securities, one of the United Kingdom's largest property companies.

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BUSINESS LEADERS:

LOOK BEYOND TODAY'S ECONOMIC HEADWINDS

Salesforce, with its portfolio of business solutions and technologies, has established itself as a synonym for **Customer Success**. As such, Salesforce has grown into a household name behind many businesses experiencing continuous growth, expanded market share, and increased brand value.

However, in the face of prevailing economic headwinds, these businesses also grapple with **visible budget pressures, necessitating thoroughly re-evaluating their current Salesforce-related budget commitments**.

These challenging circumstances compel companies to scrutinize the value created from their Salesforce investments more closely.

Unfortunately, this heightened scrutiny has made many organizations excessively cautious and hesitant to make strategic Salesforce investment decisions. Consequently, vital business competitive capabilities are being delayed, impeding the ability to respond promptly to market changes.

Established consulting agencies have repeatedly emphasized the importance of striking the right balance between prudently evaluating Salesforce investments and avoiding excessive deliberation that could hinder progress and growth. To stay ahead in today's **competitive landscape**, businesses must navigate this delicate equilibrium and **embrace agile decision-making while staying focused on their long-term goals and objectives** beyond today's economic headwinds.

LOOK
BEYOND
2023

“

Business leaders should already be looking beyond 2023 (as turbulent as it is likely to be) and positioning themselves for the time when governments and central banks turn to stimulate their economies.

”

- Erik R. Peterson,
Partner and Managing Director,
Global Business Policy Council, Kearney

SALESFORCE TECHNOLOGY DECISION-MAKERS:

BETWEEN A ROCK AND A HARD PLACE

"Between a Rock and a Hard Place" couldn't ring truer for today's Salesforce technology decision-makers in Western Europe. **As they navigate the complex economic headwinds, they face an additional and equally daunting challenge: the soaring cost of local Salesforce expertise.** This dual challenge poses a significant dilemma for businesses, hindering their ability to embark on critical initiatives even before they have a chance to take flight.

In large companies across Western Europe, the pressure is amplified. Salesforce decision-makers must contend with massive budgets as they seek to drive innovation and maintain a competitive edge. The increasing costs of hiring and retaining skilled technology professionals further strain these budgets, making it **increasingly difficult to execute ambitious technology projects**.

Medium-sized companies with more modest budgets are particularly vulnerable to the escalating costs of local technology expertise. They often find themselves caught in a Catch-22 situation: **either invest heavily in scarce local talent or forego transformative technology initiatives** that could help them stay ahead in the market.

“

87% of IT businesses considered nearshore outsourcing to cut costs, and 59% of companies choose near-shoring as a cost-cutting tool.

”

- Deloitte,
Global outsourcing survey 2022

Even in the realm of small-sized companies, the impact of the unaffordable cost of local technology expertise is keenly felt. Operating with limited financial resources, these businesses often rely on innovative solutions to survive and thrive. However, the exorbitant expenses associated with hiring specialized technology professionals locally can become a formidable barrier to progress.

By strategically leveraging Salesforce Nearshore services, Western European businesses can break free from the confines of their dilemma, embracing their vital Salesforce initiatives, boosting performance and value creation, propelling their organizations toward sustained growth and success while keeping their costs under control.

SALESFORCE PROFESSIONAL SERVICES COMPANIES:

NEARSHORE AS A STRATEGY TO WEATHER THE STORM AND PROSPER

In Western Europe, the prevailing economic headwinds have brought significant challenges to the forefront for Salesforce Professional Services companies.

Among these companies, **the impact is acutely felt by smaller and medium-sized firms, which are more affected by delayed decision-making and reduced demand trends.** Without a steady stream of new projects and client engagements, these companies are experiencing negative growth or, at best, slower growth, finding it difficult to weather the storm.

A particularly concerning consequence of the economic headwinds on Salesforce professional services companies is the **vicious cycle of expert turnover.** As demand decreases, companies may find it challenging to maintain a stable workforce, leading to layoffs and staff attrition.

Establishing a strategic partnership with Nearshore Salesforce Services providers is helping the Western European Salesforce Professional Services companies to weather the storm and maintain stability during headwinds time, by reducing their average hourly cost base while sustaining their ability to deliver at a high level.

FARSHORING (OFFSHORING):

UNFIT FOR ANY AGILE (ASPIRING) COMPANY

Farshoring (or Offshoring) gained popularity as a seemingly simple solution to the complex challenges faced by companies, primarily centered around one **critical factor: cost.**

The allure of cost savings by outsourcing work to distant, low-cost regions seemed appealing, and many organizations initially embraced this approach. **However, as the dust settled, it became increasingly evident that Farshoring presented a host of issues that went far beyond just the financial aspect.**

For an Agile company, adaptability, flexibility, and rapid decision-making are critical for success. Farshoring, with its inherent **limitations on quick response times and dynamic teamwork,** stifles these qualities and hinders company's ability to stay agile and responsive in a fast-paced business landscape.

Embracing Nearshoring allows companies to transcend the limitations of Farshoring and embrace **a more suitable model that supports their aspirations to be truly Agile** and thrive in the ever-evolving business landscape.



THE HYBRID WORK:

ACCELERATING THE RISE OF NEARSHORE

The Hybrid Working Model, born out of necessity during the unprecedented COVID-19 pandemic, has had a profound impact on The Rise of Nearshore.

The realization that **the Nearshore model aligns seamlessly with the Hybrid Model** has been a game changer in adopting Nearshore services.

Nearshore squads effectively complement the Hybrid Model by **providing a talented pool of agile professionals who flawlessly integrate with the local agile expert teams**. Companies can leverage Nearshore services to **quickly scale**, tapping into a **broader talent pool** without the distance inherent constraints typical for the Farshore model.

The Hybrid Working Model has become a de-facto norm for Agile companies. Its compatibility with the Nearshore model has solidified Nearshore services as a strategic choice for businesses seeking enhanced performance and value creation.



THE NEARSHORE LAW:

"IT'S ALL ABOUT LOCATION, LOCATION, LOCATION."¹

For a successful Salesforce Nearshore engagement, **proximity plays a pivotal role**. As the renowned real estate developer Harold Samuel¹ once famously said, "It's all about location. location, location."

When we talk about proximity, it goes beyond physical distance; it encompasses **time zone alignment, cultural affinity, and geographical location**.

Time zone alignment is a crucial factor in Nearshore services. Being in a similar time zone as the client's location means that teams can **collaborate in real-time, leading to faster response times, streamlined communication, and enhanced project coordination**.

Cultural affinity is another significant advantage of Nearshore engagement. Teams sharing **similar cultural values, work practices, and communication styles** promote a harmonious and collaborative work environment.

Geographical location also plays a role in the success of Nearshore services. Proximity to the client's location allows for **easy and cost-effective travel** when in-person presence is necessary.

¹Harold Samuel




MAXIMIZING SALESFORCE NEARSHORE VALUE:

TAILORING ENGAGEMENT MODELS FOR AGILE AND INNOVATIVE COMPANIES

Extracting the optimal value from a Salesforce Nearshore engagement hinges on the specific activities earmarked for outsourcing and the **careful selection of the appropriate Salesforce Nearshore engagement models.**

Agile and innovative companies are increasingly embracing **Pay for Outcome** models as contributing forces to technology modernization and digital transformation activities beyond the traditional, proven cost-optimization **Pay for Time** models.

There are numerous variations of Pay for Outcome and Pay for Time Salesforce Nearshore engagement models amplifying your company's ability to execute, but most of them practically converge into the following **three fundamental engagement models.**

TRUE-BLUE FORCE	FEATURE SQUAD	COMFORT CREW
		
STAFF AUGMENTATION PRODUCT DEVELOPMENT DEDICATED TEAM TIME & MATERIAL FLEX WORKLOADS	DEVELOPMENT ELASTICITY PRODUCT DEVELOPMENT FLEX TEAM FIXED PRICE FIXED FEATURES SCOPE	SERVICE MANAGEMENT ELASTICITY BUSINESS SUPPORT [ADMIN] FLEX TEAM FIXED PRICE FIXED WEEKLY HOURS CAPACITY

TRUE-BLUE* FORCE ENGAGEMENT MODEL

FOR BUSINESSES WITH EXTENDED PRODUCT DEVELOPMENT NEEDS

Best fit for

- Agile businesses with mature delivery capability, delivering complex product features spanning over a period longer than three months.

Typical scenarios

- Reduced funding to support sustainable local product development
- Strategic sourcing decision to maximize the value from the technology investments
- Closing a gap in skills which are tough to be found on the local market

Way of engagement

- True-Blue Force are dedicated experts that blend seamlessly into your Scrum teams, displaying the same commitment and loyalty to your company as your internal experts.

Model benefits

- True-Blue Force engagement model delivers the best cost benefits to your company, and is closely linked to the engagement's capacity and duration.

“
True-Blue stands for unwavering in one's commitment; extremely loyal.
 ”

- Oxford Languages Dictionary




- STAFF AUGMENTATION
- PRODUCT DEVELOPMENT
- DEDICATED TEAM
- TIME & MATERIAL
- FLEX WORKLOADS

FEATURE SQUAD ENGAGEMENT MODEL

FOR BUSINESSES WITH STRONG FOCUS ON THEIR CORE BUSINESS COMPETITIVE EXPERTISE

Best fit for

- Companies focusing on growing their core competitive business expertise
- Companies with mature product management competencies but limited technology execution capacity
- Companies with infrequent (vs. continuous) need to add new product features

Typical scenarios

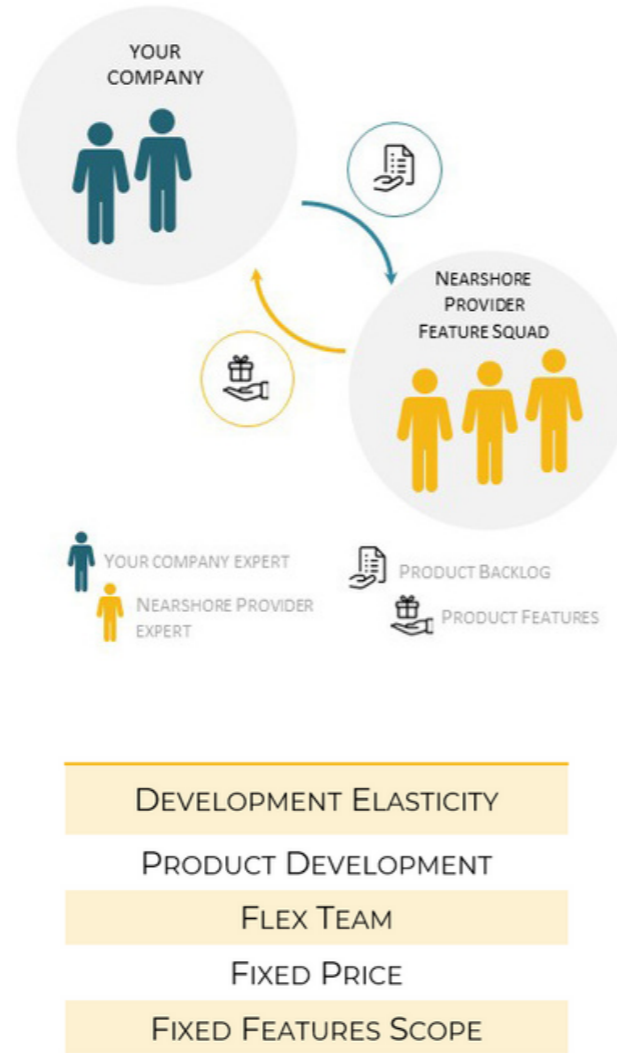
- Strategic decision to outsource all or part of the technology execution to trusted technology partners
- A need for predictable, fixed price, value delivery
- Stable business models, subject to intermittent changes

Way of engagement

- Feature Squad is a fixed-price outcome-based engaged model. The Future Squad is focused on delivering product features by experts based on well-defined product feature specifications.

Model benefits

- Feature Squad delivers consistently transparent cost/value enabling completely unambiguous clarity on Rol



COMFORT CREW ENGAGEMENT MODEL

FOR BUSINESSES NEEDING SEAMLESS SALESFORCE (ADMIN) SUPPORT AND EFFICIENCY

Best fit for

- Companies that have adopted Salesforce with a clear strategy to focus on Salesforce core business value activities

Typical scenarios

- Out-task the low-value repetitive administrative [configuration and support] activities
- Insufficient Salesforce business support (Admin) workload to justify permanent hire

Way of engagement

- Committed weekly hours [revisited quarterly] of the experts to process Salesforce Admin related tasks (tickets).

Model benefits

- Salesforce Admin as a Service; highly affordable subscription model with quarterly updated elasticity.



ELEVATING YOUR SALESFORCE EXPERIENCE

INTRODUCING codeSTREETS

Who is codeSTREETS?

codeSTREETS is a **niche nearshore Salesforce consultancy** enabling its customers to stand out in the increasingly competitive digital realm by effectively applying its Salesforce development and consulting services.

Focused solely on Salesforce technology, codeSTREETS redefines excellence through a unique blend of top-tier Salesforce proficiency and a remarkable price-to-performance ratio. The collaboration with Salesforce Professional Services and Salesforce Partnership enables the delivery of tailored solutions while employing the latest Salesforce technology advancements and best practices.

With two strategic locations, The Netherlands and North Macedonia, codeSTREETS' **presence extends across Europe**, bridging the gap between Western innovation and Nearshore efficiency.

Why engage with codeSTREETS?

codeSTREETS' outstanding reputation rests on an uncompromising commitment to delivering exceptional results **while maintaining an excellent price/performance ratio**.

codeSTREETS effortlessly aligns with the agile aspirations of modern businesses with **nearshoring services that adhere entirely to the principles of the Hybrid Working Model**. Whether implementing Salesforce solutions jointly with your team, delivering a fixed-price, fixed-feature scope solution, or providing support, codeSTREETS focuses exclusively on ensuring your success at every step.

codeSTREETS also **cultivates talent through its Young Professionals Programme**, a collaboration with the Faculty of Computer Science & Engineering in Skopje, North Macedonia, guaranteeing a constant stream of emerging Salesforce talent.

In a landscape marked by headwinds, codeSTREETS emerges as a trailblazer, drawing on the principles of tailored engagement models and nearshoring prowess to redefine the possibilities within the Salesforce arena.



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THE DIGITAL RACE IS
ON!



code**STREETS**